

A black and white photograph of a cowboy in a hat and vest, holding a lasso. The word "Marlboro" is printed in large, bold letters across the middle of the image. In the lower-left corner, there are two packs of Marlboro cigarettes, one labeled "100's".

Marlboro

16 mg "tar," 1.0 mg nicotine
av. per cigarette, FTC Report Feb. '85

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SURGEON GENERAL'S WARNING: Smoking
Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.

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